

# ORDER



**Orders**

**Order / Rev:** 685183

Alt Order #: 06151462

Product Desc: MN UNITED 4 ALL FAM

Estimate: MN UNITED 4 ALL FAM

Flight Dates: 10/29/12 - 11/06/12

Original Date / Rev: 10/31/12 / 10/31/12

Order Type: Political

**KARE**

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

**Agency**

**Name:** Media Strategies

Buying Contact:

Billing Contact:

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Minnesota United for All Families

Demographic: A35+

Product Codes: IS-Issue/Ballot

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	115	\$122,325.00	\$103,976.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	115	\$122,325.00	\$103,976.25	0.00
<b>Totals</b>	<b>115</b>	<b>\$122,325.00</b>	<b>\$103,976.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	23%	\$122,325.00
Market	100%	\$531,847.83

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$95,732.61
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	1%	\$5,318.48
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	14%	\$74,458.70
WCCO	42%	\$223,376.09
WFTC	2%	\$10,636.96





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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	KARE	10/29/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,500.00		0.00						
25	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,500.00		0.00						
26	KARE	11/03/12	11/03/12	Notre Dame Football Sa 5-530p	CM	Various (5:00 PM-5:30 PM)	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$850.00		0.00						
27	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$850.00		0.00						
28	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$900.00		0.00						
29	KARE	10/29/12	11/02/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,400.00		0.00						
30	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,400.00		0.00						
31	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$375.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$375.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	10/29/12-11/04/12		Sat 630-7p	630pm-7pm		-----Sa--	:30	<del>(\$375.00)</del>	0.00	NM				
Credited															
32	KARE	11/05/12	11/05/12	Mon Prime Other VOICE	CM	7-9P	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$6,000.00		0.00						
33	KARE	10/29/12	10/29/12	Mon Prime C SMASH	CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	10/29/12-11/04/12		Mon Prime C	9-10p		M-----	:30	\$3,000.00	0.00	NM				
34	KARE	11/05/12	11/05/12	Mon Prime C SMASH	CM	9-10p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	11/05/12-11/11/12		Mon Prime C	9-10p		M-----	:30	\$3,000.00	0.00	NM				
35	KARE	10/30/12	10/30/12	Tue Prime BIGGEST LOSER	CM	Tue Prime (8:00 PM-9:00 PM)	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	10/29/12-11/04/12		Tue Prime	Tue Prime (8:00 PM-9:00 PM)		-T-----	:30	\$3,000.00	0.00	NM				

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Estimate:	MN UNITED 4 ALL FAM

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
36	KARE	10/31/12	10/31/12	Wed Prime LAW ORD:SVU	CM	Wed Prime (9:00 PM-10:00 PM)	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	--W----		1	\$2,500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(9:00 PM-10:00 PM) --W-----	:30		\$2,500.00		0.00	NM		
37	KARE	11/02/12	11/02/12	Fri Prime WHO DO YOU THINK	CM	Fri Prime (6:58 PM-8:00 PM)	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	----F--		1	\$1,400.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12		Fri Prime		Fri Prime	(6:58 PM-8:00 PM) P-----F----	:30		\$1,400.00		0.00	NM		
38	KARE	11/03/12	11/03/12	Sat Prime SMASH	CM	Sat Prime (6:58 PM-8:00 PM)	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	-----S-		1	\$700.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12		Sat Prime		Sat Prime	(6:58 PM-8:00 PM) P-----Sa--	:30		\$700.00		0.00	NM		
39	KARE	11/03/12	11/03/12	Sat Prime C LAW ORDER: SVU	CM	9-10p	-----S-	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	-----S-		1	\$1,250.00	0.00							
40	KARE	11/04/12	11/04/12	Football Night in America Football Night in Am	CM	Various (6:00 PM-7:00 PM)	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	-----S		1	\$2,500.00	0.00							
N41	KARE	10/29/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	MTWTF--		5	\$2,400.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KARE	10/29/12-11/04/12		M-F 10-1035p		10-1035P	MTWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		Credited													
5	KARE	10/29/12-11/04/12		M-F 10-1035p		10-1035P	MTWThF----	:30		<del>(\$2,400.00)</del>		0.00	NM		
		Credited													
42	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	11/05/12	11/11/12	M-----		1	\$2,400.00	0.00							
43	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	-----S-		1	\$2,300.00	0.00							
44	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	-----S		1	\$2,300.00	0.00							
45	KARE	10/29/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	4	\$2,600.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/29/12	11/04/12	MTWTF--		5	\$650.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KARE	10/29/12-11/04/12		Tonight Show		1035pm-1135pm	MTWThF----	:30		<del>(\$650.00)</del>		0.00	NM		
		Credited													
46	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
46	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$650.00		0.00			
47	KARE	10/29/12	11/02/12	Late Night Late Night NBC	CM	1135pm-1235xm (11:35 PM-12:05 XM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
	1X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$300.00		0.00			
48	KARE	11/05/12	11/05/12	Late Night Late Night NBC	CM	1135pm-1235xm (11:35 PM-12:05 XM)	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$300.00		0.00			
49	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1035-1105P	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$600.00		0.00			
50	KARE	11/04/12	11/04/12	Entertainment Tonight Entertainment Tonigh	CM	1105P-1205A	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$150.00		0.00			
51	KARE	10/29/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		1				\$375.00		0.00			
52	KARE	10/29/12	10/29/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/29/12-11/04/12	M-F 10-1035p [Relog]		KARE News 10p	M-----	:30		\$2,400.00		0.00	NM		
53	KARE	10/29/12	10/29/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,400.00		0.00			
54	KARE	10/31/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5P	--WT---	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---		1				\$1,750.00		0.00			
N55	KARE	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$650.00		0.00			
N56	KARE	11/02/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,750.00		0.00			
													Totals	115	\$122,325.00